

WKMG

ORDER

Print Date 10/05/12 Page 1 of 3

Flight Dates 08/23/12-08/29/12

Contract / Revision 257313 /

Original Date / Revision
08/20/12 08/24/12

Advertiser**POL/Crossroads GPS**

New till 09/23/11

Agency **Mentzer Media Services**

Buying Contact Elise Cloyd

**600 Fairmount Ave., Ste 306
Towson, MD 21286-1002**

Product

CROSSROADS GPS

Agency Com 15%

Billing Contact

**600 Fairmount Ave., Ste 306
Towson, MD 21286-1002**

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 1954

Alt Order # 06289505

Billing Type	Cash
--------------	------

Order Type	GENERAL
------------	---------

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes	AGY	POL	ISSUE
-----------	-----	-----	-------

Product Codes PA-Republican

Priority P-3

Advertiser Ref

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 80100

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	18	\$33,575.00	\$39,500.00	0.00	07/30/12	08/26/12	18	\$33,575.00	\$39,500.00
September 2012	18	\$34,510.00	\$40,600.00	0.00	08/27/12	08/29/12	18	\$34,510.00	\$40,600.00
Totals	36	\$68,085.00	\$80,100.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	08/23/12	08/24/12	Local 6 News 12-1230p	CM	12-1230p	---TF--	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
				Local 6 News 12-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---TF--					2	\$800.00		0.00			
E 2	WKMG	08/23/12	08/24/12	News at 6p	CM	6-630p	---TF--	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
				News at 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---TF--					2	\$1,200.00		0.00			
E 3	WKMG	08/23/12	08/24/12	News at 7p	CM	7-7:30p	---TF--	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
				News at 7p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---TF--					2	\$1,500.00		0.00			
E 4	WKMG	08/23/12	08/24/12	M-F 7:30-8p Inside Ed	CM	730-8p	---TF--	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
				Inside Edition											



WKMG

Print Date: 10/05/12

Page 2 of 3

Contract / Revision

257313

Flight Dates 08/23/12-08/29/12

Hiatus Dates

Original Date / Revision 08/20/12/ 08/24/12

Order Sep 00:20:00

Advertiser POL/Crossroads GPS

Product CROSSROADS GPS

Estimate # 1954

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WKMG	08/23/12	08/24/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	---TF--	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---TF--		2				\$1,500.00		0.00			
E 5	WKMG	08/23/12	08/23/12	Thu Prime 10p Person of Interest	CM	10-11p	---2---	:30	2	\$6,000.00	P-2	0.00	NM	2	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---2---		2				\$6,000.00		0.00			
E 6	WKMG	08/25/12	08/25/12	Sat 6p News Sat Local 6 News at 6p	CM	6-630p	-----1-	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----1-		1				\$550.00		0.00			
E 7	WKMG	08/26/12	08/26/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----2	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----2		2				\$1,500.00		0.00			
E 8	WKMG	08/26/12	08/26/12	1030-1130a Face Nation Face The Nation 1-hr	CM	1030-1130a	-----1	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----1		1				\$1,100.00		0.00			
E 9	WKMG	08/26/12	08/26/12	Sun 630p News Sun 630p News	CM	630-7p	-----1	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----1		1				\$650.00		0.00			
E 10	WKMG	08/26/12	08/26/12	Sun Prime 10-11p The Mentalist	CM	10-11p	-----2	:30	2	\$5,000.00	P-2	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----2		2				\$5,000.00		0.00			
E 11	WKMG	08/26/12	08/26/12	Sun 11p News Sun 11p News	CM	11-1135p	-----1	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----1		1				\$2,200.00		0.00			
E 12	WKMG	08/27/12	08/29/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	MTW----	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MTW----		3				\$800.00		0.00			
E 13	WKMG	08/27/12	08/29/12	News at 6p News at 6p	CM	6-630p	MTW----	:30	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MTW----		3				\$1,200.00		0.00			
E 14	WKMG	08/27/12	08/29/12	News at 7p News at 7p	CM	7-7:30p	MTW----	:30	3	\$1,500.00	P-2	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MTW----		3				\$1,500.00		0.00			
E 15	WKMG	08/27/12	08/29/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	MTW----	:30	3	\$1,500.00	P-2	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MTW----		3				\$1,500.00		0.00			
E 16	WKMG	08/27/12	08/29/12	M-F 11p News M-F 11p News	CM	11-1135p	MTW----	:30	3	\$2,200.00	P-2	0.00	NM	3	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



WKMG

Print Date: 10/05/12

Page 3 of 3

Contract / Revision **257313** Flight Dates **08/23/12-08/29/12**

Hiatus Dates

Original Date / Revision 08/20/12/ 08/24/12

Order Sep 00:20:00

Advertiser **POL/Crossroads GPS** Product **CROSSROADS GPS**

Estimate # **1954**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 16	WKMG	08/27/12	08/29/12	M-F 11p News M-F 11p News	CM	11-1135p	MTW----	:30	3	\$2,200.00	P-2	0.00	NM	3	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MTW----					3	\$2,200.00		0.00			
E 17	WKMG	08/27/12	08/27/12	Mon Prime 10p Hawaii Five-O	CM	10-11p	2-----	:30	2	\$6,000.00	P-2	0.00	NM	2	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	2-----					2	\$6,000.00		0.00			
E 18	WKMG	08/29/12	08/29/12	Wed Prime 9p Criminal Minds	CM	9-10p	--1----	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	--1----					1	\$7,000.00		0.00			
Totals														36	\$80,100.00



WKMG

ORDER

Flight Dates 07/30/12-08/06/12

Contract / Revision 253657 /

Original Date / Revision
07/09/12 08/03/12

Advertiser POL/Crossroads GPS

New till 09/23/11

Agency Crossroads Media, LLC

Buying Contact

66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Product
CROSSROADS GPS

Agency Com 15%

Billing Contact

66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 732

Alt Order # 06226984

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PA-Republican

Priority P-3

Advertiser Ref

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 74200

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	82	\$63,070.00	\$74,200.00	0.00	07/30/12	08/06/12	82	\$63,070.00	\$74,200.00
Totals	82	\$63,070.00	\$74,200.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WKMG	07/30/12	07/30/12	News at 5p News at 5p	CM	5-530p	1-----	:30	1	\$700.00	P-3	0.00 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		07/30/12	08/05/12	1-----					1	\$700.00		0.00		
N 2	WKMG	08/01/12	08/01/12	News at 5p News at 5p	CM	5-530p	--1----	:30	1	\$700.00	P-3	0.00 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		07/30/12	08/05/12	--1----					1	\$700.00		0.00		
N 3	WKMG	08/02/12	08/02/12	News at 5p News at 5p	CM	5-530p	---1---	:30	1	\$700.00	P-3	0.00 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		07/30/12	08/05/12	---1---					1	\$700.00		0.00		
N 4	WKMG	08/06/12	08/06/12	News at 5p News at 5p	CM	5-530p	1-----	:30	1	\$700.00	P-3	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		



WKMG

Print Date: 10/05/12

Page 2 of 12

Contract / Revision

253657

Flight Dates 07/30/12-08/06/12

Hiatus Dates

Original Date / Revision 07/09/12/ 08/03/12

Order Sep 00:20:00

Advertiser POL/Crossroads GPS

Product CROSSROADS GPS

Estimate # 732

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WKMG	08/06/12	08/06/12	News at 5p News at 5p	CM	5-530p	1-----	:30	1	\$700.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	1-----	1		\$700.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	08/06/12-08/12/12		News at 5p		5-530p	M-----	:30		(\$700.00)		0.00	NM		
Credited															
N 5	WKMG	07/30/12	07/30/12	CBS Evening News CBS Eve News	CM	630-7p	1-----	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	1-----	1		\$1,500.00		0.00						
N 6	WKMG	08/01/12	08/01/12	CBS Evening News CBS Eve News	CM	630-7p	--1----	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	--1----	1		\$1,500.00		0.00						
N 7	WKMG	08/02/12	08/02/12	CBS Evening News CBS Eve News	CM	630-7p	---1---	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	---1---	1		\$1,500.00		0.00						
N 8	WKMG	08/03/12	08/03/12	CBS Evening News CBS Eve News	CM	630-7p	----1--	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	----1--	1		\$1,500.00		0.00						
N 9	WKMG	08/05/12	08/05/12	Sun Prime 7-8p Sun 7-8p	CM	7-8p	-----1	:30	1	\$5,000.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-----1	1		\$5,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	07/30/12-08/05/12		Sun Prime 7-8p		7-8p	-----Su	:30		(\$5,000.00)		0.00	NM		
Credited															
N 10	WKMG	07/30/12	07/30/12	M-F 11p News M-F 11p News	CM	11-1135p	1-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	1-----	1		\$1,800.00		0.00						
N 11	WKMG	07/31/12	07/31/12	M-F 11p News M-F 11p News	CM	11-1135p	-1-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-1-----	1		\$1,800.00		0.00						
N 12	WKMG	08/01/12	08/01/12	M-F 11p News M-F 11p News	CM	11-1135p	--1----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	--1----	1		\$1,800.00		0.00						
N 13	WKMG	08/02/12	08/02/12	M-F 11p News M-F 11p News	CM	11-1135p	---1---	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	---1---	1		\$1,800.00		0.00						
N 14	WKMG	08/03/12	08/03/12	M-F 11p News M-F 11p News	CM	11-1135p	----1--	:30	1	\$1,800.00	P-3	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	----1--	1		\$1,800.00		0.00						



WKMG

Print Date: 10/05/12

Page 3 of 12

Contract / Revision

253657

Flight Dates 07/30/12-08/06/12

Hiatus Dates

Original Date / Revision 07/09/12/ 08/03/12

Order Sep 00:20:00

Advertiser POL/Crossroads GPS

Product CROSSROADS GPS

Estimate # 732

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 14	WKMG	08/03/12	08/03/12	M-F 11p News M-F 11p News	CM	11-1135p	----1--	:30	1	\$1,800.00	P-3	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	----1--	1		\$1,800.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	07/30/12-08/05/12		M-F 11p News		11-1135p	-----F----	:30		(\$1,800.00)		0.00	NM		
See MG 14.2															
2	WKMG	08/03/12-08/05/12		Fri Prime 8p		8-9p	-----F----	:30		\$2,500.00		0.00	NM		
Ⓜ MG for 42.1,14.1															
N 15	WKMG	08/06/12	08/06/12	M-F 11p News M-F 11p News	CM	11-1135p	1-----	:30	1	\$1,800.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	1-----	1		\$1,800.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	08/06/12-08/12/12		M-F 11p News		11-1135p	M-----	:30		(\$1,800.00)		0.00	NM		
Credited															
N 16	WKMG	07/30/12	07/30/12	News at 7p News at 7p	CM	7-7:30p	1-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	1-----	1		\$1,000.00		0.00						
N 17	WKMG	07/31/12	07/31/12	News at 7p News at 7p	CM	7-7:30p	-1-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-1-----	1		\$1,000.00		0.00						
N 18	WKMG	08/01/12	08/01/12	News at 7p News at 7p	CM	7-7:30p	--1----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	--1----	1		\$1,000.00		0.00						
N 19	WKMG	08/02/12	08/02/12	News at 7p News at 7p	CM	7-7:30p	---1---	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	---1---	1		\$1,000.00		0.00						
N 20	WKMG	08/03/12	08/03/12	News at 7p News at 7p	CM	7-7:30p	----1--	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	----1--	1		\$1,000.00		0.00						
N 21	WKMG	08/06/12	08/06/12	News at 7p News at 7p	CM	7-7:30p	1-----	:30	1	\$1,000.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	1-----	1		\$1,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	08/06/12-08/12/12		News at 7p		7-7:30p	M-----	:30		(\$1,000.00)		0.00	NM		
Credited															
N 22	WKMG	07/30/12	07/30/12	Morn News at 6a Morn News at 6a	CM	6-7a	1-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	1-----	1		\$500.00		0.00						
N 23	WKMG	07/31/12	07/31/12	Morn News at 6a Morn News at 6a	CM	6-7a	-1-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-1-----	1		\$500.00		0.00						



WKMG

Print Date: 10/05/12

Page 4 of 12

Contract / Revision 253657 Flight Dates 07/30/12-08/06/12

Hiatus Dates

Original Date / Revision 07/09/12/ 08/03/12

Order Sep 00:20:00

Advertiser POL/Crossroads GPS Product CROSSROADS GPS

Estimate # 732

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 24	WKMG	08/01/12	08/01/12	Morn News at 6a Morn News at 6a	CM	6-7a	--1----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	--1----	1		\$500.00		0.00						
N 25	WKMG	08/02/12	08/02/12	Morn News at 6a Morn News at 6a	CM	6-7a	---1---	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	---1---	1		\$500.00		0.00						
N 26	WKMG	08/06/12	08/06/12	Morn News at 6a Morn News at 6a	CM	6-7a	1-----	:30	1	\$500.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	1-----	1		\$500.00		0.00						
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1		WKMG	08/06/12-08/12/12	Morn News at 6a	6-7a		M-----	:30		(\$500.00)		0.00	NM		
Credited															
N 27	WKMG	07/30/12	07/30/12	4-430p Extra Extra	CM	4-430p	1-----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	1-----	1		\$450.00		0.00						
N 28	WKMG	07/31/12	07/31/12	4-430p Extra Extra	CM	4-430p	-1-----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-1-----	1		\$450.00		0.00						
N 29	WKMG	08/01/12	08/01/12	4-430p Extra Extra	CM	4-430p	--1----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	--1----	1		\$450.00		0.00						
N 30	WKMG	08/02/12	08/02/12	4-430p Extra Extra	CM	4-430p	---1---	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	---1---	1		\$450.00		0.00						
N 31	WKMG	08/03/12	08/03/12	4-430p Extra Extra	CM	4-430p	----1--	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	----1--	1		\$450.00		0.00						
N 32	WKMG	08/06/12	08/06/12	4-430p Extra Extra	CM	4-430p	1-----	:30	1	\$450.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	1-----	1		\$450.00		0.00						
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1		WKMG	08/06/12-08/12/12	4-430p Extra	4-430p		M-----	:30		(\$450.00)		0.00	NM		
Credited															
N 33	WKMG	07/30/12	07/30/12	Morn News at 530a Morn News at 530a	CM	530-6a	1-----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	1-----	1		\$400.00		0.00						
N 34	WKMG	07/31/12	07/31/12	Morn News at 530a Morn News at 530a	CM	530-6a	-1-----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-1-----	1		\$400.00		0.00						
N 35	WKMG	08/01/12	08/01/12		CM	530-6a	--1----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00



WKMG

Print Date: 10/05/12

Page 5 of 12

Contract / Revision **253657** Flight Dates **07/30/12-08/06/12**

Hiatus Dates

Original Date / Revision 07/09/12/ 08/03/12

Order Sep 00:20:00

Advertiser **POL/Crossroads GPS** Product **CROSSROADS GPS**

Estimate # **732**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Morn News at 530a															
Morn News at 530a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	--1----	1		\$400.00		0.00						
N 36	WKMG	08/02/12	08/02/12	Morn News at 530a	CM	530-6a	---1---	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
Morn News at 530a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	---1---	1		\$400.00		0.00						
N 37	WKMG	08/03/12	08/03/12	Morn News at 530a	CM	530-6a	----1--	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
Morn News at 530a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	----1--	1		\$400.00		0.00						
N 38	WKMG	07/30/12	07/30/12	M-F David Letterman	CM	1136p-1238a	1-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
David Letterman															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	1-----	1		\$700.00		0.00						
N 39	WKMG	07/31/12	07/31/12	M-F David Letterman	CM	1136p-1238a	-1-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
David Letterman															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-1-----	1		\$700.00		0.00						
N 40	WKMG	08/01/12	08/01/12	M-F David Letterman	CM	1136p-1238a	--1----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
David Letterman															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	--1----	1		\$700.00		0.00						
N 41	WKMG	08/02/12	08/02/12	M-F David Letterman	CM	1136p-1238a	---1---	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
David Letterman															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	---1---	1		\$700.00		0.00						
N 42	WKMG	08/03/12	08/03/12	M-F David Letterman	CM	1136p-1238a	----1--	:30	1	\$700.00	P-3	0.00	NM	0	\$0.00
David Letterman															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	----1--	1		\$700.00		0.00						
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1		WKMG	07/30/12-08/05/12	M-F David Letterman	1136p-1238a		-----F----	:30		(\$700.00)		0.00	NM		
See MG 14.2															
N 43	WKMG	08/06/12	08/06/12	M-F David Letterman	CM	1136p-1238a	1-----	:30	1	\$700.00	P-3	0.00	NM	0	\$0.00
David Letterman															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	1-----	1		\$700.00		0.00						
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1		WKMG	08/06/12-08/12/12	M-F David Letterman	1136p-1238a		M-----	:30		(\$700.00)		0.00	NM		
Credited															
N 44	WKMG	07/30/12	07/30/12	M-F 7:30-8p Inside Ed	CM	730-8p	1-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
Inside Edition															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	1-----	1		\$1,000.00		0.00						
N 45	WKMG	07/31/12	07/31/12	M-F 7:30-8p Inside Ed	CM	730-8p	-1-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
Inside Edition															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-1-----	1		\$1,000.00		0.00						
N 46	WKMG	08/01/12	08/01/12		CM	730-8p	--1----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00



WKMG

Print Date: 10/05/12

Page 6 of 12

Contract / Revision 253657 Flight Dates 07/30/12-08/06/12

Hiatus Dates

Original Date / Revision 07/09/12/ 08/03/12

Order Sep 00:20:00

Advertiser POL/Crossroads GPS Product CROSSROADS GPS

Estimate # 732

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 7:30-8p Inside Ed											
				Inside Edition											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	--1----					1	\$1,000.00		0.00			
N 47	WKMG	08/02/12	08/02/12	M-F 7:30-8p Inside Ed	CM	730-8p	---1---	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
				Inside Edition											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	---1---					1	\$1,000.00		0.00			
N 48	WKMG	08/03/12	08/03/12	M-F 7:30-8p Inside Ed	CM	730-8p	----1--	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
				Inside Edition											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	----1--					1	\$1,000.00		0.00			
N 49	WKMG	08/06/12	08/06/12	M-F 7:30-8p Inside Ed	CM	730-8p	1-----	:30	1	\$1,000.00	P-3	0.00	NM	0	\$0.00
				Inside Edition											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	1-----					1	\$1,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	08/06/12-08/12/12		M-F 7:30-8p Inside Ed		730-8p	M-----	:30		(\$1,000.00)		0.00	NM		
Credited															
N 50	WKMG	07/30/12	07/30/12	2-3p The Talk	CM	2-3p	1-----	:30	1	\$450.00	P-3	0.00	NM	0	\$0.00
				The Talk											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	1-----					1	\$450.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	07/30/12-08/05/12		2-3p The Talk		2-3p	M-----	:30		(\$450.00)		0.00	NM		
Credited															
[month end]															
N 51	WKMG	07/31/12	07/31/12	2-3p The Talk	CM	2-3p	-1-----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
				The Talk											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-1-----					1	\$450.00		0.00			
N 52	WKMG	08/02/12	08/02/12	2-3p The Talk	CM	2-3p	---1---	:30	1	\$450.00	P-3	0.00	NM	0	\$0.00
				The Talk											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	---1---					1	\$450.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	07/30/12-08/05/12		2-3p The Talk		2-3p	---Th----	:30		(\$450.00)		0.00	NM		
Credited															
N 53	WKMG	08/03/12	08/03/12	2-3p The Talk	CM	2-3p	----1--	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
				The Talk											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	----1--					1	\$450.00		0.00			
N 54	WKMG	08/06/12	08/06/12	2-3p The Talk	CM	2-3p	1-----	:30	1	\$450.00	P-3	0.00	NM	0	\$0.00
				The Talk											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	1-----					1	\$450.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	08/06/12-08/12/12		2-3p The Talk		2-3p	M-----	:30		(\$450.00)		0.00	NM		
Credited															
N 55	WKMG	07/30/12	07/30/12	News at 6p	CM	6-630p	1-----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
				News at 6p											



WKMG

Print Date: 10/05/12

Page 7 of 12

Contract / Revision

253657

Flight Dates 07/30/12-08/06/12

Hiatus Dates

Original Date / Revision 07/09/12/ 08/03/12

Order Sep 00:20:00

Advertiser POL/Crossroads GPS

Product CROSSROADS GPS

Estimate # 732

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 55	WKMG	07/30/12	07/30/12	News at 6p News at 6p	CM	6-630p	1-----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	1-----					1	\$900.00		0.00			
N 56	WKMG	07/31/12	07/31/12	News at 6p News at 6p	CM	6-630p	-1-----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-1-----					1	\$900.00		0.00			
N 57	WKMG	08/02/12	08/02/12	News at 6p News at 6p	CM	6-630p	---1---	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	---1---					1	\$900.00		0.00			
N 58	WKMG	08/03/12	08/03/12	News at 6p News at 6p	CM	6-630p	----1--	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	----1--					1	\$900.00		0.00			
N 59	WKMG	08/06/12	08/06/12	News at 6p News at 6p	CM	6-630p	1-----	:30	1	\$900.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	1-----					1	\$900.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	08/06/12-08/12/12		News at 6p		6-630p	M-----	:30		(\$900.00)		0.00	NM		
Credited															
N 60	WKMG	08/01/12	08/01/12	Morn News at 5a Morn News at 5a	CM	5-530a	--1----	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	--1----					1	\$300.00		0.00			
N 61	WKMG	08/06/12	08/06/12	Morn News at 5a Morn News at 5a	CM	5-530a	1-----	:30	1	\$300.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	1-----					1	\$300.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	08/06/12-08/12/12		Morn News at 5a		5-530a	M-----	:30		(\$300.00)		0.00	NM		
Credited															
N 62	WKMG	08/04/12	08/04/12	GOLF PGA WGC Bridgestone Ir	CM	Sat-Sun (3:00 PM-6:00 PM)	-----1-	:30	1	\$1,200.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----1-					1	\$1,200.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	07/30/12-08/05/12		GOLF		Sat-Sun (3:00 PM-6:00 PM)	P-----Sa--	:30		(\$1,200.00)		0.00	NM		
Credited															
N 63	WKMG	07/30/12	07/30/12	CBS This Morning The Early Show	CM	7-9a	1-----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	1-----					1	\$400.00		0.00			
N 64	WKMG	07/31/12	07/31/12	CBS This Morning The Early Show	CM	7-9a	-1-----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-1-----					1	\$400.00		0.00			
N 65	WKMG	08/01/12	08/01/12	CBS This Morning The Early Show	CM	7-9a	--1----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00



WKMG

Print Date: 10/05/12

Page 8 of 12

Contract / Revision **253657** Flight Dates **07/30/12-08/06/12**

Hiatus Dates

Original Date / Revision 07/09/12/ 08/03/12

Order Sep 00:20:00

Advertiser **POL/Crossroads GPS** Product **CROSSROADS GPS**

Estimate # **732**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 65	WKMG	08/01/12	08/01/12	CBS This Morning The Early Show	CM	7-9a	--1----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	--1----	1		\$400.00		0.00						
N 66	WKMG	08/02/12	08/02/12	CBS This Morning The Early Show	CM	7-9a	---1---	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	---1---	1		\$400.00		0.00						
N 67	WKMG	08/03/12	08/03/12	CBS This Morning The Early Show	CM	7-9a	----1--	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	----1--	1		\$400.00		0.00						
N 68	WKMG	08/06/12	08/06/12	CBS This Morning The Early Show	CM	7-9a	1-----	:30	1	\$400.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	1-----	1		\$400.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WKMG	08/06/12-08/12/12		CBS This Morning	7-9a		M-----	:30	(\$400.00)	0.00	NM				
Credited															
N 69	WKMG	08/05/12	08/05/12	1030-1130a Face Nation Face The Nation 1-hr	CM	1030-1130a	-----1	:30	1	\$1,100.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-----1	1		\$1,100.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WKMG	07/30/12-08/05/12		1030-1130a Face Nation	1030-1130a		-----Su	:30	(\$1,100.00)	0.00	NM				
Credited															
N 70	WKMG	08/05/12	08/05/12	M-SU 11p News M-SU 11p News	CM	11-1135p	-----1	:30	1	\$1,800.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-----1	1		\$1,800.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WKMG	07/30/12-08/05/12		M-SU 11p News	11-1135p		-----Su	:30	(\$1,800.00)	0.00	NM				
Credited															
N 71	WKMG	08/05/12	08/05/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,300.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-----1	1		\$1,300.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WKMG	07/30/12-08/05/12		CBS Sunday Morning	9-1030a		-----Su	:30	(\$1,300.00)	0.00	NM				
Credited															
N 72	WKMG	08/04/12	08/04/12	7-9a CBS This Morn Sat 7-9a Sat Early Show	CM	7-9a	-----1-	:30	1	\$350.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-----1-	1		\$350.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WKMG	07/30/12-08/05/12		7-9a CBS This Morn Sat	7-9a		-----Sa-	:30	(\$350.00)	0.00	NM				
Credited															
N 73	WKMG	08/01/12	08/01/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	--1----	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	--1----	1		\$650.00		0.00						



WKMG

Print Date: 10/05/12

Page 9 of 12

Contract / Revision **253657** Flight Dates **07/30/12-08/06/12**

Hiatus Dates

Original Date / Revision 07/09/12/ 08/03/12

Order Sep 00:20:00

Advertiser **POL/Crossroads GPS** Product **CROSSROADS GPS**

Estimate # **732**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 73	WKMG	08/01/12	08/01/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	--1----	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	--1----	1		\$650.00		0.00						
N 74	WKMG	08/04/12	08/04/12	Sat 11p News Sat 11p News	CM	11-1135p	-----1-	:30	1	\$1,800.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-----1-	1		\$1,800.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	07/30/12-08/05/12		Sat 11p News		11-1135p	-----Sa--	:30		(\$1,800.00)		0.00	NM		
Credited															
N 75	WKMG	07/30/12	07/30/12	11-12p Price Is Right Price Is Right	CM	11a-12p	1-----	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	1-----	1		\$650.00		0.00						
N 76	WKMG	07/31/12	07/31/12	11-12p Price Is Right Price Is Right	CM	11a-12p	-1-----	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-1-----	1		\$650.00		0.00						
N 77	WKMG	08/01/12	08/01/12	11-12p Price Is Right Price Is Right	CM	11a-12p	--1----	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	--1----	1		\$650.00		0.00						
N 78	WKMG	08/02/12	08/02/12	11-12p Price Is Right Price Is Right	CM	11a-12p	---1---	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	---1---	1		\$650.00		0.00						
N 79	WKMG	08/03/12	08/03/12	11-12p Price Is Right Price Is Right	CM	11a-12p	----1--	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	----1--	1		\$650.00		0.00						
N 80	WKMG	08/06/12	08/06/12	11-12p Price Is Right Price Is Right	CM	11a-12p	1-----	:30	1	\$650.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	1-----	1		\$650.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	08/06/12-08/12/12		11-12p Price Is Right		11a-12p	M-----	:30		(\$650.00)		0.00	NM		
Credited															
N 81	WKMG	07/30/12	07/30/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	1-----	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	1-----	1		\$550.00		0.00						
N 82	WKMG	07/31/12	07/31/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	-1-----	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-1-----	1		\$550.00		0.00						
N 83	WKMG	08/01/12	08/01/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	--1----	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	--1----	1		\$550.00		0.00						
N 84	WKMG	08/02/12	08/02/12		CM	12-1230p	---1---	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Local 6 News 12-1230p											
				Local 6 News 12-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	---1---					1	\$550.00		0.00			
N 85	WKMG	08/03/12	08/03/12	Local 6 News 12-1230p CM		12-1230p	----1--	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
				Local 6 News 12-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	----1--					1	\$550.00		0.00			
N 86	WKMG	08/06/12	08/06/12	Local 6 News 12-1230p CM		12-1230p	1-----	:30	1	\$550.00	P-3	0.00	NM	0	\$0.00
				Local 6 News 12-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	1-----					1	\$550.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	08/06/12-08/12/12		Local 6 News 12-1230p		12-1230p	M-----	:30		(\$550.00)		0.00	NM		
Credited															
N 87	WKMG	08/04/12	08/04/12	Sat 6p News	CM	6-630p	-----1-	:30	1	\$450.00	P-3	0.00	NM	0	\$0.00
				Sat 6p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----1-					1	\$450.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	07/30/12-08/05/12		Sat 6p News		6-630p	-----Sa--	:30		(\$450.00)		0.00	NM		
Credited															
N 88	WKMG	08/05/12	08/05/12	CBS Evening News	CM	630-7p	-----1	:30	1	\$600.00	P-3	0.00	NM	0	\$0.00
				CBS Eve News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----1					1	\$600.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	07/30/12-08/05/12		CBS Evening News		630-7p	-----Su	:30		(\$600.00)		0.00	NM		
Credited															
N 89	WKMG	08/06/12	08/06/12	Morn News at 530a	CM	530-6a	M-----	:30	1	\$450.00	P-3	0.00	NM	0	\$0.00
				Morn News at 530a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	M-----					1	\$450.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	08/06/12-08/12/12		Morn News at 530a		530-6a	M-----	:30		(\$450.00)		0.00	NM		
Credited															
N 90	WKMG	08/02/12	08/02/12	M-F 11p News	CM	11-1135p	---T---	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
				M-F 11p News											
N 91	WKMG	08/02/12	08/02/12	Thu Prime 8p	CM	8-830p	---T---	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.



WKMG

Print Date: 10/05/12

Page 11 of 12

Contract / Revision **253657** Flight Dates **07/30/12-08/06/12**

Hiatus Dates

Original Date / Revision 07/09/12/ 08/03/12

Order Sep 00:20:00

Advertiser **POL/Crossroads GPS** Product **CROSSROADS GPS**

Estimate # **732**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 97	WKMG	08/03/12	08/03/12	M-F David Letterman David Letterman	CM	1136p-1238a	----1--	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	----1--	1		\$700.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	07/30/12-08/05/12		M-F David Letterman		1136p-1238a	-----F----	:30		(\$700.00)		0.00	NM		
See MG 97.2															
[Unapproved MG]															
2	WKMG	08/03/12-08/03/12		430-5p Inside Edition		430-5P	-----F----	:30		\$700.00		0.00	NM		
Ⓜ MG for 97.1 08/03															
N 98	WKMG	08/03/12	08/03/12	News at 5p News at 5p	CM	5-530p	----F--	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	----F--	1		\$700.00		0.00						
N 99	WKMG	08/03/12	08/03/12	11-12p Price Is Right Price Is Right	CM	11a-12p	----1--	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	----1--	1		\$650.00		0.00						
N100	WKMG	08/03/12	08/03/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	----1--	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	----1--	1		\$550.00		0.00						
N101	WKMG	08/03/12	08/03/12	Morn News at 6a Morn News at 6a	CM	6-7a	----F--	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	----F--	1		\$500.00		0.00						
N102	WKMG	08/03/12	08/03/12	4-430p Extra Extra	CM	4-430p	----1--	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	----1--	1		\$450.00		0.00						
N103	WKMG	08/03/12	08/03/12	2-3p The Talk The Talk	CM	2-3p	----1--	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	----1--	1		\$450.00		0.00						
N104	WKMG	08/03/12	08/03/12	CBS This Morning The Early Show	CM	7-9a	----1--	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	----1--	1		\$400.00		0.00						
N105	WKMG	08/03/12	08/03/12	Morn News at 5a Morn News at 5a	CM	5-530a	----F--	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	----F--	1		\$350.00		0.00						
N106	WKMG	08/03/12	08/03/12	Morn News at 5a Morn News at 5a	CM	5-530a	----F--	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	----F--	1		\$300.00		0.00						
N107	WKMG	08/03/12	08/03/12	CBS This Morning The Early Show	CM	7-9a	----F--	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	----F--	1		\$450.00		0.00						
N108	WKMG	08/03/12	08/03/12		CM	530p-6p	----F--	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
				530-6p The Insider Insider											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 07/30/12	08/05/12	----F--		1		\$600.00		0.00					
N109	WKMG	08/03/12	08/03/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	----F--	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
Totals														82	\$74,200.00